



It isn't the cost of the dresses
That makes abig hole in the purse;
It isn't the cost of the boarding,
Although that could hardly be worse.

Nay, this is what makes us a bank-
rupt,
And leaves us of money bereft:
The gas bill they want us to pay for
The house that we shut up and left.

Boll weevil's in the cotton,
Black rust is in the wheat;
Pray, won't some kindly insect
The breakfast foodstuff eat?

Little Boeep had lost her sheep
And didn't know where to find them.
"If they were only street car hogs,"
she moaned, "I'd just know where to
look for them!"
Herein we can see the disadvantage
of being a shepherdess.

When childhood's gay frolicking
Paid with a bruise,
Brown paper and vinegar
Quick they would use.

And now when Society's
Bruises outcry,
White paper and vinega
Critics apply.

Clovis had just slain the warrior
for breaking the vase of Soissons.
"I'm glad it happened," he mused,
"otherwise, later on, I would have
been compelled to kill the cook for
breaking it."
Shuddering at the thought of such a
loss, he continued the review of his
troops.

Adam stepped on a banana peel in
the garden path and fell with a sick-
ening thud.

"I don't understand this at all," he
muttered; "I thought the job was to
be done by an apple."
Hastily gathering himself together,
he trekked off to consult Eve.

Pocahontas interceded for John
Smith.

"Do you want to reduce the vote of
the ward?" she demanded.
Hastily giving him his naturaliza-

tion papers, they showed him where
to make his mark in the circle.

Johnson had just finished the dic-
tionary.

"But," we asked, "how did you man-
age to think of so many words?"

"That was easy," he replied. "I sim-
ply jotted down a few remarks my
wife made when I came home late."

The matter thus elucidated, we
pressed him no further.

We used to crown the hero
With laurel and with bay;
But now to use the "long green"
Would seem the modern way.

Visitor—Is the campaign hot out
here?
Uncle Si—Hot? Why my hens lay
odds instead of eggs.

Damocles sat under the sword sus-
pended by a hair.

"No," he remarked, "I'm not scared;
I see the hair is the same color as
Mrs. D's."

Knowing no complications could en-
sue, he continued the meal in peace.

Suppose the world was run upon
A little different plan;
Suppose the horse reversed affairs
And bet upon the man.

When he had picked the wrong one
out,

Things would not look so black,
At least he then would have four
legs
On which to hie him back.

Jonah surveyed his quarters.

"This whale hotel may be all right,"
he mourned, "but I'd rather have a
lobster palace."

And with tender recollections his
thoughts flew back to dear old Broad-
way.

This campaigning
Breaks your trust
Preacher tells us
Man is dust.

Runs for office;
Chances hurt
If he doesn't
Prove pay dirt

Gets a licking.
Feels a thud,
Then discovers
Man is mud.

—McLanburgh Wilson, in New York
Press.

FORGES FAMOUS OLD BINDINGS

**Shrewd Individual Makes Good
Money at the Business.**

"Book forging is my business," said
an elderly man, on a roof garden. He
had been drinking, and this made him
more communicative than wise.

"Yes, sir, I am a book forger," he
continued. "I make good money at it,
too. Last year I made \$7,500."

"What, may I ask, is book forgery?"
said the man's companion.

"I'll tell you. It is the binding of
old books in such a way that people
think old masters bound them. I can
take an old book worth, say, \$5, and
I can put on it a Grollier binding that
will make it worth \$200. That will
only be about two days' work—\$195
earned in two days.

"I used to bind books legitimately
at a bindery and my salary was \$35 a
week. I couldn't live on that, you
know, with my expensive tastes.

"Well, one day a rich patron
brought a Grollier to the shop to be
repaired, and I, just for fun, copied the
binding. Then I got hold of an old
French pamphlet and I covered it with
the forged Grollier binding I had made.
Afterward I took the volume to a
dealer in old books and he bought it
like a shot for \$105.

"Why," he said, "this is a genuine
Grollier."

"That started me in the business.

I made a study of the finest old bind-
ings that exist. These are the bind-
ings that were made for the Valois
kings. Grollier and Maloll were the
great artists of the time, and their
bindings, in the libraries of Francis I,
Henry II and Charles IX were the
most splendid that the world has ever
seen.

"The simpler examples of Grollier
and Maloll are the ones I forge. I
sell my forgeries to millionaires. In
seven years I haven't had a com-
plaint."—Exchange.

A Sultan's Notions.

The first time the present Sultan of
Morocco saw a compass he was very
inquisitive as to its use. When it was
explained that the trembling needle
pointed to the north uniformly he
seemed interested, but incredulous.
Finally he declared flatly that he
couldn't believe the story; there must
be some kind of clockwork about it. In
a conversation with him an English
visitor learned that in the sultan's
mind Belgium is the leading country
of Europe, because most of the arms
used in Morocco are received from
Brussels.

Postal C. O. D. Department.

The British postal department is
willing to establish a C. O. D. parcel
delivery. The larger firms favor it,
the smaller firms are protesting.

When St. Jacobs Oil

The old monk cure, strong, straight, sure, tackles

Hurts, Sprains, Bruises

The muscles flex, the kinks untwist,
the soreness dies out. Price 25c. and 50c.

WE WANT YOUR NAME and will send you prospectus
and full particulars of NINE
SUCCESSFUL GOLD, SILVER, COPPER, LEAD, ZINC AND QUICKSILVER
Mining Companies, if you will send us your name and address. Mining Maps Free.
ARBUCKLE-GOOD COMMISSION CO., 325 Olive Street, St. Louis, Mo.

TALK ON ADVERTISING

By C. W. Post to Publishers at Banquet at Battle Creek.

The sunshine that makes a business
plant grow is advertising.

Growing a business nowadays is
something like growing an apple-tree.
You may select good seed, plant it in
good soil, water and work with it, but
the tree will not produce fruit until
another and most powerful, energiz-
ing and life-giving element is brought
to bear. You must have sunshine and
lots of it. Can you expect to ripen
apples in the dark? Can you expect
to grow a profitable business plant
nowadays without the sunshine of pub-
lic favor produced by advertising?

This Postum plant is a good illus-
tration of that law. It seems but a
short time ago when I put a few men
at work in the carriage house of the
barn you have seen to-day, where we
began making Postum coffee.

The seed then planted, less than 9
years ago, was a new kind of apple
seed and it was not altogether certain
how the people would like the apples.
We did our work thoroughly and
plenty of it. We knew we had a good

Some thoughtful man might say that
if what you manufacture has merit,
once you get a trade established peo-
ple will continue to purchase, even if
the advertising is stopped, but to act
on that conclusion would be a fatal
mistake, for there are always bright
men on the lookout to steal your ap-
ples, and if you give them the chance
they will come in and take the fruit,
sure. Right here let us drive a nail,
not a shingle nail but a forty penny
spike. Your article must have merit,
far and away beyond the ordinary un-
advertised thing. It should be the
very best that human intelligence and
ingenuity can produce. Then you have
a foundation to build upon that will
not slip out from under when the
building grows heavy. There are per-
sons ignorant enough to believe that
a poor article can be advertised into
a success. It cannot and any one who
tries the experiment will pay heavily
for his experience. Critically examine
any well known and advertised article
that has been years on the market and



Pure Food Factories that Make Postum and Grape-Nuts.

apple tree of fine quality but how to
develop our work and turn the apple
tree into a productive and profitable
tree was another question.

It needed sunshine and the kind of
sunshine that is spread by the news-
papers and magazines. It is an abso-
lute certainty that without the pub-
licity thus given—in other words, the
sunshine—the business never would
have developed.

You have seen to-day factory build-
ings—thirteen or fourteen in number
—covering many acres of ground, em-
ploying hundreds of workpeople, pro-
ducing food and drink in an aggregate
of four million packages per month,
which goes to every civilized country
on the globe, and yet the entire enter-
prise is less than 9 years old. We
have found it necessary, inasmuch as
the tree has grown and the apples ma-
tured by hard work and sunshine, to
continue the work and the sunshine
day in and day out, month in and
month out, the sunshine appropriation
amounting to approximately a million
dollars a year for advertising, for ex-
perience teaches that if you mature
the tree under strong sunshine, and
bring it up to a thrifty and healthful
state where it produces profitable ap-
ples, you can not withdraw that sun-
shine else the tree will gradually die.

it will be found to possess exceptional
merit.

In ancient days newspaper publish-
ers considered an advertisement an
evil but a necessary evil, and that it
should be hidden away as carefully
as possible, so that no one would dis-
cover that the paper was trying to
make a little money by inserting pub-
lic announcements. A paper run that
way to-day would fail.

The most successful exponents of
the new plan of doing business with
ink and paper are using every possi-
ble means to make the announcements
attractive and sought after by the
readers.

It is safe to say that thousands of
women read the newspaper—not the
telegraphic page, but the pages con-
taining announcements of bargains in
stockings, skirts, hats, gloves, pianos,
furniture, food for the table, etc.

You have been invited to visit Bat-
tle Creek for the purpose of viewing
one of the most unique advertising
buildings in the world, also to look
over a large business built up, sus-
tained, nourished and kept active by
sunshine, and, at the same time, have
an opportunity to see one of the most
thrifty, active and prosperous towns
of its size in the world, built up large-
ly by the same kind of sunshine.

When writing advertisers, kindly
mention this paper.
W.N.U.—Oklahoma City—No. 43, 1904

BEGGS' BLOOD PURIFIER
CURES catarrh of the stomach.